

James Buller

User experience designer with 13 year background in digital
Seeking a UX role in an agile team, to help create clear journeys, through accessible interfaces that achieve user and business goals

Portfolio: jbuller.com Contact: james@jbuller.com 07957 455 524

Skills and knowledge

- User centred design** user research, analytics, interaction design, information architecture, facilitation, specification, plain English, accessibility & usability testing
- Software** Axure, Balsamiq, Omnigraffle, InVision, POP, UXPin, MS Office inc: Project & Visio, Photoshop & Illustrator
- Collaboration** Scrum, Trello, Kanban, Basecamp, Redmine, Huddle, Google Apps
- CMSs** Sitecore, Drupal, Wordpress.com, Livelink
- Coding** HTML, CSS, JavaScript and programming languages

User Experience Design course, General Assembly, Sep - Nov 2014 FT

5 projects using lean methods to create interactive prototypes, including:

- Tablet: Round The World planner for STA Travel
- Web: Ecommerce site for a toy shop
- App: Payment & reward extension to Foursquare

On each I did: competitive analysis plus user surveys and interviews to develop personas. I rapidly iterated prototypes from sketched ideas, through wireframes, to high-fidelity mock-ups, reacting to our guerrilla and formal usability testing. Every time the culmination was a polished presentation of the process, evidence and design.

Employment history

Digital Media Manager, Big Lottery Fund, London, 2005 – 2015 FT

Deputy to Head of Digital Media, promoted twice from Web Editor

'BIG' distributes millions of National Lottery pounds to good causes. It has 900 staff across 13 offices. Its website serves 1million+ visitors a year including: fundraisers, journalists, researchers and politicians.

I led on user experience and front end development tasks, with in-house and agencies colleagues. I managed an editor and developer in the Communications & Marketing directorate.

Achievements

- **Usability, accessibly and technical lead on 3 iterations of main website** with responsive design. Also worked on content strategy and copywriting. IVCA Clarion Awards: Highly commended
- **Pioneered new intranet and integrated social network** with task based information architecture, which I: devised based on card sorting exercises, wireframed and championed.
- **User experience lead on a search of 280,000+ grants**, including interaction design, user flows and business rules research, plus innovation of crowd-sourcing location data.
- **Drove online community from inception to launch**, heavily collaborating with many stakeholder and teams through research, strategy, specification, development and testing.
- **Technical project manager for Village SOS community website** to accompany a primetime BBC TV series. It has grown to over 4000 members and 1000 villages.
- **Managed 3 £100k+ website tenders** from writing a brief, to specification, to contract negotiation. I've commissioned and managed agencies for a range of other projects.
- **Overseen 7 iterations of the ITV People's Millions website** public votes determine which projects receive funding. One year statistics were: visitors +52% and 95% positive rating

Web Developer, Citizens Advice, 2002 – 2005, FT

The charity Citizens Advice helps people resolve their money, legal and other problems by providing information and advice, and by influencing policymakers.

Responsibilities and achievements

- Maintained the content of 4 websites: Citizen Advice, Adviceguide, Euroconsumer and extranet.
- Design and build of Euroconsumer and a volunteering section of main site.
- Training CMS authors to meet usability, accessibility and corporate standards.

Financial Services Extranet Officer, IBM, 1999 – 2000, FT

Charity trustee roles

In these leadership roles I've worked with the Board and managed volunteers to direct the affairs of the charity, ensuring it is solvent, well-run, and delivering its objectives.

Aniridia Network UK, 2009 – present, Vol

Support group for people and families affected by the rare genetic eye condition aniridia.

Nightline Association, 2005 – 2009, Vol

Umbrella group for 40 Nightlines - student mental health helplines at UK universities.

Achievements

- Facilitated trustee strategy days to agree a vision, mission, values and beliefs and strategic plans.
- Established contact relationship management systems – Salesforce/CiviCRM.
- Implemented and maintained content managed websites - Wordpress/Drupal.
- Setup Google Apps for email and document sharing.
- Launched email newsletters - Dotmailer/Vertical Response.
- Developed the brand and trademarked logos with pro-bono support.
- ANUK: set up and run the social media channels: My engagement has tripled the membership.
- I was President of Surrey Nightline which involved taking calls and giving training in listening skills. At the Association I created their first website and online forum, and ran these for 6 years.

Vice President Societies & Culture, University Of Surrey Students' Union, 2001 - 2002, FT

In the hub of student life providing activities, welfare services and representation to over 12,000 students, I managed: a £38k department budget, £490k of Union funds, several officials and over 40 societies.

Training and education

Professional training courses

- Leadership
- Coaching
- Team building
- Negotiation
- (Agile) Project management
- Google Analytics 101 & 201
- Training the trainer
- Neuro-linguistic programming
- Web Accessibility Guidelines 2.0
- Podcast recording and editing
- Plain English & web writing

University Of Surrey, 1997 – 2001

BSc Mathematics and Computing Science: **2:1**
Dissertation: **A 'Cleversearch'**

Rutlish High School 1991 - 1997

A-Levels: *Maths: C Physics: C A/S Sociology: D*
GCSEs: **9 A-C**

Other roles/interests

- Subterranea Britannica: Social Media Manager
- UX and agile meet up groups
- Local issues in Walthamstow & London
- Student newspaper News Editor 1997 - 2001
- 20 times blood donor
- Jujitsu, blue belt

References: Available from all my line managers. Colleague recommendations: [linkedin.com/in/jamesbuller](https://www.linkedin.com/in/jamesbuller)